

EPA's Partnership with A&WMA's EM Magazine: An Outreach Model

EPA Science Forum
Healthy Communities and Ecosystems

Goal of this Initiative

Increase awareness of EPA research products among appropriate decisionmakers and stakeholders.

Introduction

EPA has many cutting edge research products that can help environmental professionals protect human health and the environment. However, these professionals can only use research tools that they are aware of. If research results are published yet not highlighted well to target audiences, opportunities for improving the environment and human health may be missed.

EPA's research office, through a new long-term agreement with the Air and Waste Management Association's (AWMA) *EM* magazine, will ensure that it's latest research projects, processes, and products are brought to the attention of a large and appropriate readership on a monthly basis.

EM Magazine

EM, under the guidance of an editorial review board, is a magazine that is published monthly by AWMA for its broad membership of environmental managers, scientists, engineers, and other professionals (approximately 7,000 subscribers).

EPA Team is Empowered

Led by Bob Hall, an EPA research office branch chief and former AWMA President, a partnership between the *EM* editorial staff and a cross-organizational group of Agency staff was created. The team developed a process to facilitate the development, review, clearance and submission of text and appropriate graphics to support a 1-page monthly *EM* column called *EPA Research Highlights*. Following the tenets of appreciative inquiry, team members have been empowered by EPA headquarters staff to sustain this communication activity at a Laboratory level.

Conclusion

The June 2004 issue of *EM* will premier the first *EPA Research Highlights* column. It is anticipated that this partnership and sustained effort will serve as a model for other creative initiatives aimed at highlighting EPA's research successes for the most appropriate audiences.



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Delivering Science-Based Information to Decision Makers